

CORRECTING COPY



Confidence and authority go hand in hand with persuasion. Practice rewriting these examples with more confidence! Stay concise, but create trust.

"This blog should help you establish a more productive schedule, and your business might benefit from your positive change."

"Our pizza was made by chefs who really care about your experience and who are experts at what they do."

"We think you should get a free estimate from us, just to see how we might be able to help you."



Why are these examples lacking confidence?

Are there specific word choices that create doubt?

What strategies did you use to correct them?

! Pro tip: Hemingway App
"makes your writing
bold and clear." Try it at
www.hemingwayapp.com